

Message Text

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PAGE 01 THE HA 00180 130649Z
ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
-----130652Z 026242 /14

R 121541Z JAN 77
FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC 9692
USDOC WASHDC

UNCLAS THE HAGUE 0180

E.O. 11652: NA
TAGS: BEXP NL
SUBJECT: FIRST QUARTER FY-77 CCP PROGRESS REPORT

ALL ACTIONS REQUIRED BY DECEMBER 31 COMPLETED AS STATED IN
FY-77 CCP EXCEPT:

A. CAMPAIGN ONE (COMPUTERS AND RELATED EQUIPMENT). ORGANIZED
GROUP FLIGHT OF 29 DUTCH BUSINESSMEN TO FRANKFURT TC MINI-
COMPUTER SHOW, EXCEEDING GOAL BY 21 PERSONS.

B. CAMPAIGN TWO (POLLUTION CONTROL EQUIPMENT AND INSTRUMENT-
ATION). FOLLOW-UP TO AQUATECH EXHIBITION BEGUN BUT TO DATE
NO PTO'S SUBMITTED; DID NOT PROMOTE INTERNATIONAL POLLUTION
ENGINEERING CONGRESS, NOVEMBER 9-11, ANAHEIM, BECAUSE REQUESTED
PROMOTIONAL MATERIAL NOT RECEIVED; NO PRESS ARTICLES RECEIVED.

C. CAMPAIGN THREE (LABORATORY INSTRUMENTS). ORGANIZED GROUP
FLIGHT OF 32 DUTCH BUSINESSMEN TO LONDON TC LABORATORY
INSTRUMENT SHOW, NOVEMBER 29-DEC 3, EXCEEDING GOAL BY 23
PERSONS.

D. CAMPAIGN FOUR (FOOD PROCESSING AND PACKAGING EQUIPMENT).
EXTENSIVE SOLICITATION AND FOLLOW-UP YIELDED NO PTO'S THIS
QUARTER; TOTAL ELEVEN DUTCH BUSINESSMEN TRAVELLED TO FOOD AND
DAIRY EXPOSITION IN ATLANTIC CITY AND TO PACKAGING WEEK IN
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CHICAGO.

E. CAMPAIGN FIVE (CONSUMER GOODS). TWENTY FIVE PTO'S SUBMITTED,
EXCEEDING GOAL BY FIFTEEN; IN-STORE PROMOTION AT MIRO POSTPONED
BY MANAGEMENT TO SEPTEMBER 1977 TO PERMIT MORE EXTENSIVE
BUYING CAMPAIGN IN US.

F. CAMPAIGN SIX (ENERGY SYSTEMS). DID NOT PLACE ARTICLE IN TRADE PRESS BECAUSE NO MATERIAL RECEIVED; ORGANIZED GROUP FLIGHT OF SIXTY DUTCH BUSINESSMEN TO US PAVILION AT INTERNATIONAL OFFSHORE EXHIBITION, BIRMINGHAM, UK.

G. INITIATIVE ACTIVITY ONE (SECTORAL APPROACH TO TRADE PROMOTION). UPDATING OF SEVERAL SECTORAL SURVEYS WAS UNDERTAKEN. THOSE CONSIDERED OF INTEREST TO WASHINGTON WILL BE FORWARDED IN AIRGRAMS, SUCH AS THE HAGUE A-148, DECEMBER 30, 1976, ON OIL AND GAS DRILLING EQUIPMENT.

H. INITIATIVE ACTIVITY FOUR (EQUIPMENT AND COMPONENTS FOR THE ELECTRONICS INDUSTRY). TWENTY-NINE DUTCH BUSINESSMEN PARTICIPATED IN GROUP FLIGHT TO USG PAVILION AT ELECTRONICA IN MUNICH AND AT LEAST FIFTEEN OTHERS WENT TO SHOW INDIVIDUALLY AS RESULT OUR PROMOTION EFFORTS.

I. INITIATIVE ACTIVITY FIVE (BUILDING AND CONSTRUCTION EQUIPMENT AND SUPPLIES). POST HANDLED ALABAMA/MISSISSIPPI IOGA TRADE MISSION OCTOBER 17-20, 1976, WITH EXCELLENT RESULTS (ROTTERDAM A-16, DECEMBER 10, 1976).

J. INITIATIVE ACTIVITY SIX (HEALTH CARE INDUSTRIES). LONDON TC EXHIBITION OF HEALTH CARE AND BIOMEDICAL EQUIPMENT CANCELLED.

K. INITIATIVE ACTIVITY EIGHT (COMMERCIAL NEWSLETTER). CIRCULATION OF COMMERCIAL NEWSLETTER INCREASED BY 174 TO NEW TOTAL OF 1,320.
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Message Attributes

Automatic Decaptioning: X
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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From: THE HAGUE
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Subject: FIRST QUARTER FY-77 CCP PROGRESS REPORT ALL ACTIONS REQUIRED BY DECEMBER 31 COMPLETED AS STATED IN FY-77
CCP EXCEPT
TAGS: BEXP, NL
To: STATE COM
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